



STARTUPS IN YOUR COMMUNITY

S U M M E R 2 0 1 7



OVERVIEW

- What is a startup?
- How to find startups in your community
- What makes a good startup?
- Other ideas for a startup day



WHAT IS A STARTUP?

Startups are newly formed businesses across the nation that are developing in a variety of industries, from retail and healthcare to entertainment and education. They are using technology to solve problems and to create innovative products and services.



HOW TO FIND A STARTUP

1. Search for companies that support startups

Business incubators or accelerators are a great place to find a vast amount of startup companies. In the Second Congressional District of Colorado, Boulder Startups and Galvanize are an example of companies that support entrepreneurs and provide them with resources and professional mentors.

2. Most local colleges and universities have tech transfer offices

Tech transfer offices at colleges or universities help turn scholarly ideas into marketable ones through partnerships with the business world.



HOW TO FIND A STARTUP

3. Local business organizations or co-op businesses.

Your local Chamber of Commerce and organizations such as Galvanize are good resources.

4. Startup events in your community

These are great events to find because not only do they have up-and-coming startups trying to get their name out there, but they also have seasoned startups to provide advice. Search for your local community startup week.



WHAT MAKES A GOOD STARTUP?

1. For an elected official, a good visit to a startup is one that allows them to interact with a product or a facility that has an interesting backdrop. For example, in Colorado's Second Congressional District, there is a chocolate shop that makes the chocolate in house (good photo opportunity).
2. Another great startup visit is one that includes a community aspect (i.e. a local food shop) or if it is creative (i.e. a company that makes ink out of algae)
3. The hardest part of finding the right startup is finding the unique and creative ones. More often than not you will come across technology startups, but don't hesitate to reach out to other interesting startups in your district.



OTHER IDEAS FOR STARTUP DAY

1. Round table discussion with local startups about what resources they need to be successful.
2. Discussion with students (high school or college) who have created a startup or want to launch one.
3. A mingle activity for students and current startup founders to share ideas and advice.
4. An opportunity for students to pitch startup ideas to the representative.

